



Wetlands for LiFE

FILM FESTIVAL & FORUM

CELEBRATING WETLANDS FOR OUR COMMON FUTURE

The Wetlands for LiFE initiative is a citizen engagement program aimed at raising awareness and inspiring action for wetland conservation through storytelling and participatory film-making. Launched on 2 February 2024 by Dr. Musonda Mumba, Secretary General of the Ramsar Convention, in Indore, Madhya Pradesh, during the World Wetland Day celebrations. The initiative embarked on a travelling series across major Indian cities, including Bihar, Odisha, Himachal Pradesh, Madhya Pradesh, Uttar Pradesh and the final chapter in New Delhi.

The film festival showcases impactful films that highlight the role of wetlands in biodiversity and climate resilience. In addition, its social impact filmmaking workshops empower students to craft conservation stories using mobile technology, fostering both creativity and environmental advocacy. Through discussions, interactive sessions with filmmakers, and community engagement, Wetlands for LiFE bridges knowledge with action, inspiring the next generation to become champions of wetland conservation.



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Every thing we see - animals, birds, the biodiversity reflects nature. We're living it every day. So, how do we tell these stories? How did that bird vanish? It used to sing in the morning. Where did it go? That's where the magic of storytelling comes in. You wake up, live your day, capture those moments, and share them with the world. Over time, we document not just our own lives, but the life of the world around us—our shared stories. And that, to me, is the magic of films.

- Dr. Musonda Mumba, Secretary General, Secretariat of the Ramsar Convention on Wetlands

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Approach

- Engage local communities through storytelling, videography, and interactive activities like painting competitions and quizzes.
- Use the power of films to spark discussions and inspire actions towards wetland conservation.
- Provide hands-on training for students and aspiring filmmakers using mobile technology to create conservation content.
- Bring together filmmakers, environmentalists, and government representatives to develop actionable strategies.
- Strengthen the media's role in wetland conservation via workshops for professionals and journalism students.
- Promote Wetland Mitras as local champions for conservation efforts.

Key Highlights

- Engaged 3000+ participants, including youth, filmmakers, environmentalists and government actors.
- Trained 168 aspiring filmmakers in social impact storytelling using mobile devices.
- Showcased 85+ films, totaling 1,977 minutes of powerful storytelling on wetlands' importance.
- Achieved a digital reach of 55,000, raising awareness for wetland conservation.
- Established 400+ Wetland Mitras dedicated to local conservation efforts.

Contribution to the 2030 Agenda



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 Wetland Management for Biodiversity and Climate Protection,
 Indo-German Biodiversity Programme
 A-2/18, Safdarjung Enclave, New Delhi - 110029, India
 T: +91 11 4949 5353
 E: biodiv.india@giz.de
 W: www.giz.de/india

GIZ is responsible for the content of this publication.

Responsible: Mr Ravindra Singh, Director
 Indo-German Biodiversity Programme

On behalf of: Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)